

WHAT IS CLAIMED IS:

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1. An information display apparatus comprising:
a liquid crystal display having a plurality of liquid crystal pixels
defined by a plurality of scan electrodes and a plurality of data electrodes;
a driver which is connected to said scan electrodes and said data
electrodes to drive said liquid crystal display; and
a controller which is connected to said driver, said controller being
capable of controlling said driver to select only part of scan electrodes to
10 perform writing on only part of the pixels of the liquid crystal display
corresponding to the selected scan electrodes.
2. The information display apparatus according to claim 1, wherein
said liquid crystal display comprises a liquid crystal material which is
15 capable of keeping one of a plurality of stable states under no field
conditions.
3. The information display apparatus according to claim 2, wherein
said liquid crystal material exhibits a cholesteric phase in a room
20 temperature.
4. The information display apparatus according to claim 1, wherein
said controller controls said driver based on motion picture data.
- 25 5. The information display apparatus according to claim 1, wherein
said controller sends data regarding a writing start line and a writing end
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line to said driver.

6. An information display apparatus comprising:
a display having a first display area and a second display area
5 which are different from each other in time required for writing thereon.

7. The information display apparatus according to claim 6, wherein
said first display area and the second display area are driven by a first
driving method and a second driving method, respectively.

10 8. The information display apparatus according to claim 6, wherein
said first display area is capable of displaying an image with a first
contrast, and said second display area is capable of displaying an image
with a second contrast.

15 9. The information display apparatus according to claim 6, wherein
said first display area is capable of displaying an image with three or
more tones, and said second display area is capable of displaying an
image with two tones.

20 10. The information display apparatus according to claim 6, wherein
said first display area and said second display area display images with
mutually different dot sizes, respectively.

25 11. An information display apparatus comprising:
a first display which displays an image by using a first displaying

method; and

a second display which displays an image by using a second displaying method, said second display being a reflective type liquid crystal display and being capable of keeping the image thereon without consuming electric power.

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12. The information display apparatus according to claim 11, wherein a display area of said second display is larger than that of said first display.

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13. The information display apparatus according to claim 11, wherein said second display has a liquid crystal material which exhibits a cholesteric phase at a room temperature.

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14. The information display apparatus according to claim 11, wherein said first display and said second display overlap each other.

15. The information display apparatus according to claim 11, wherein said first display is detachable from said information display apparatus.